Criteria for Look and Feel of the
California Secretary of State's Website
Prepared By Presentation and Content Team

- American English language

- California time zone

- Accurate and spell-checked

- ADA-compliant

- One font that is sans-serif: relative to Arial font, minimum size relative to 10-point Arial font, black color for almost all text

- Clear and simple language whenever possible

- Modern, appealing color palette in blues and yellows/golds

- Concise and visually uncluttered: minimal wording and graphics, especially on home pages. When possible, provide a main menu and branch out to different pages, rather than offering a single long page with a drop-down menu.

- Consistent, especially in placing functions and features in same location on each page and within each division

- Prominently features timely and relevant alerts, key dates and other critical information

- User-friendly and intuitive navigation: focused on the functional rather than divisional, with multiple paths for getting to something and "breadcrumbs" for finding the way back

- Both centralized and decentralized
  - Single listing of all items of a particular type (e.g., all forms), as well as division-specific locations (e.g., Form 460 under PRD section)
  - Joint page for cross-divisional needs (e.g., everything a candidate must do)

- Hyperlinks: italicize and change color to blue

- Minimal photographs as general content; if used, photographs must be appropriate to the division or program (e.g., picture of a ballot or polling place for Elections Division)